RideKC STREETCAR™

SPONSORSHIP STANDARDS

KC STREETCAR AUTHORITY | UPDATED 1-28-2019

SHELTER GLASS SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters has several options.

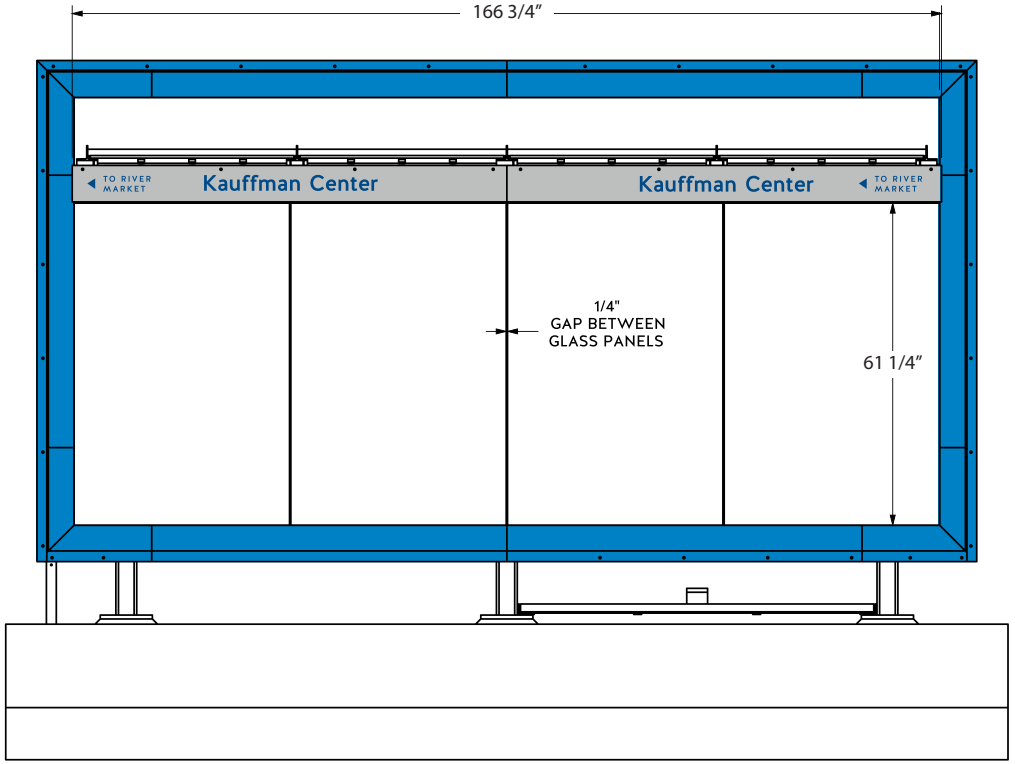
Coverage can be up to 90% but there must be transparency in the graphics/material. For anything more than 50% coverage of the back panel glass, there must be at least 70% transparency in the graphics/material. If the coverage is less than 50%, no transparency is needed in the graphics/materials.

That transparency can include a combination of opaque and clear vinyl, or the entire graphics printed at less opacity. If transparency in the graphics can not be achieved, a clear border can frame the artwork.

The printed graphic may take an organic shape, or fit within the standard dimensions. The printed graphics can be double-sided or single-sided. There can also be two different graphics elements used on the shelter.

The advertising is not to encroach on the blue frame.

The KC Streetcar Authority reserves the right to approve all final art before production and installation. A sponsor has exclusive rights to the streetcar shelter glass for the duration of their term.



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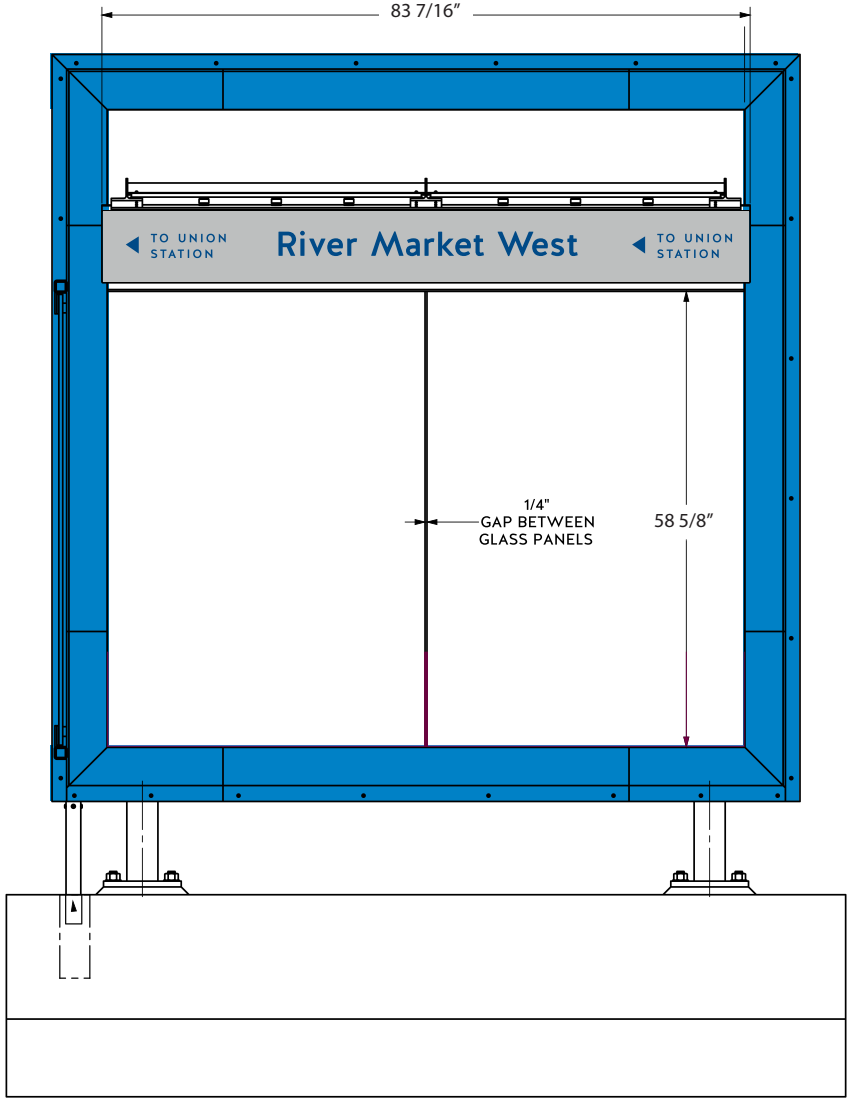
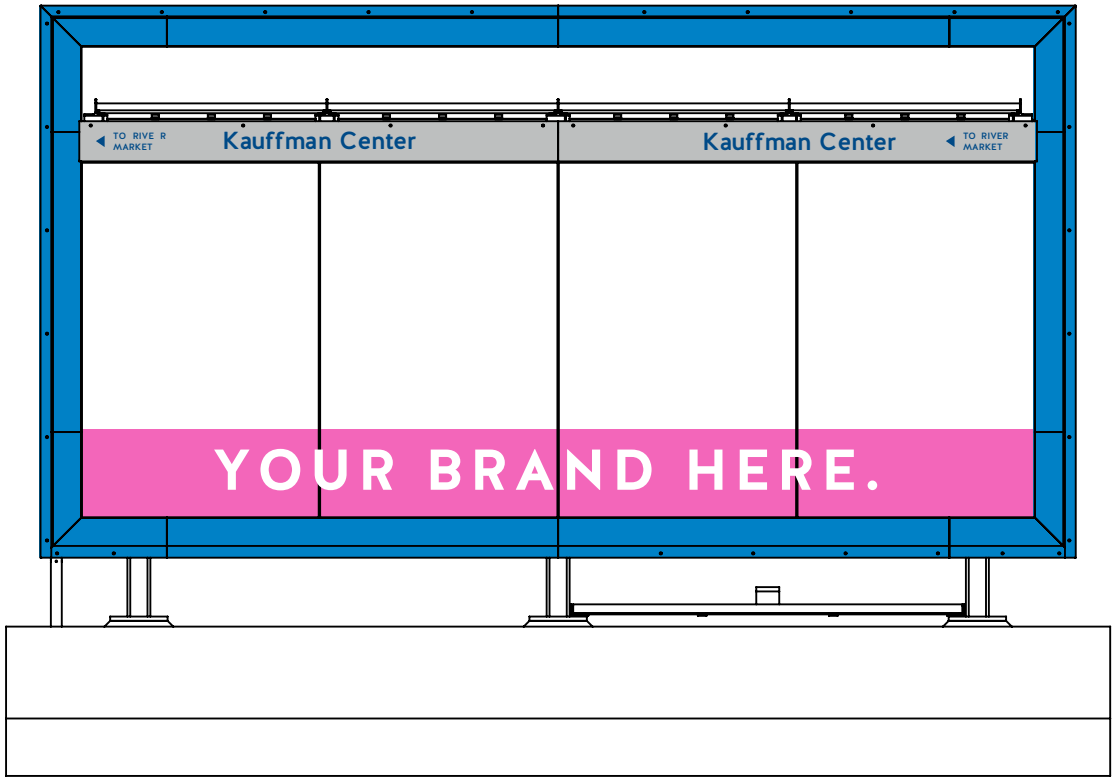


SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample with limited coverage but a full band with 100% opacity.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.



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This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

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This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

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SHELTER GLASS
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This is a sample of 100% coverage with 70% transparency in the graphics/vinyl material.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of 75% coverage and 70% transparency in the vinyl material.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 50% coverage, 100% opacity in the graphics/vinyl material, and the creative use of an organic shape. This graphic/vinyl is double-sided.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 75% coverage, with varied transparency in the graphics/vinyl material as well as the use of blank/clear space. This is also a sample of the creative use of an organic shape.

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This is a sample of 50% coverage with a combination of 100% opacity and less than 30% opacity on the graphics/vinyl material. The graphic is solid in the middle with transparency in the border of the main graphic. This graphic is double-sided.

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SHELTER GLASS
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These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of more than 50% coverage with a combination of opaque text and graphics and negative, or clear, space. The graphic is centered on the glass panel and extends the length of the glass panel.

The graphic is one-sided and legible only from one side.

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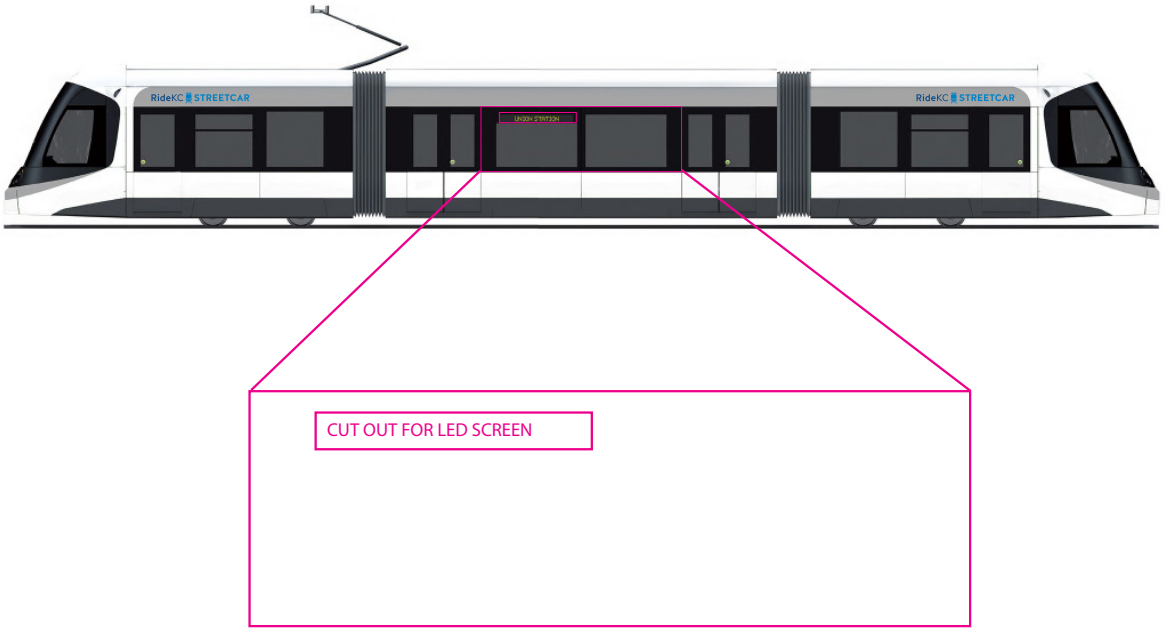
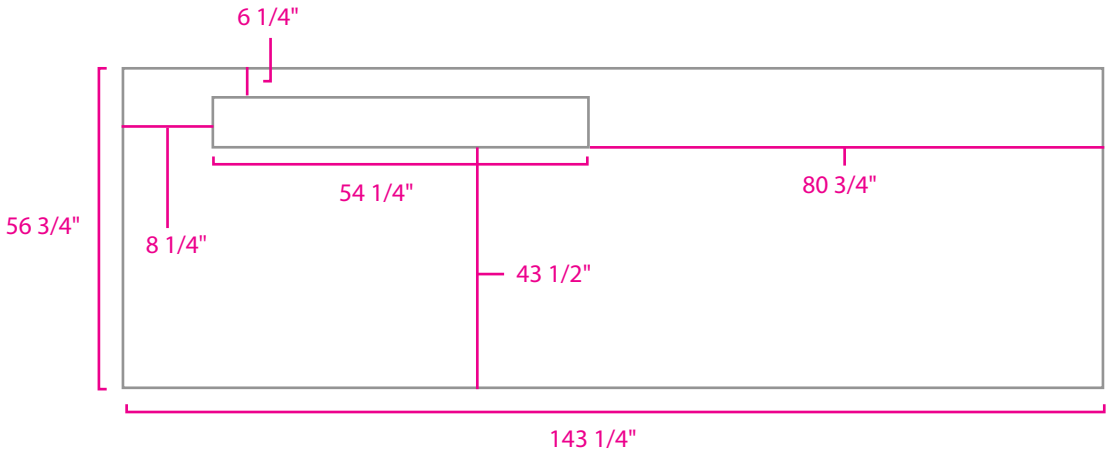
SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass is available for sponsorship opportunities. All graphics need to remain on the glass window sections UNLESS special permission is granted by the KC Streetcar.

The KC Streetcar Authority reserves the right to approve all final art before production and installation.





SPONSORSHIP LIVE AREA

EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The KC Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authorty for approval.

Sponsorships will need to be confined to the middle car of the vehicle and will need to remain inside the live area.

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This is a sample where sponsorship is confined to the middle car of the vehicle and inside the live area showed.

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CONTACT

If you have any questions, comments or need the KC Streetcar resources featured herein, please contact Donna Mandelbaum with the Kansas City Streetcar Authority.

KC Streetcar Authority
600 East 3rd Street
Kansas City, Missouri 64106
816-627-2526
dmandelbaum@kcstreetcar.org

CONTACT

There are thirteen sheltered streetcar stops on the downtown KC Streetcar line. Pricing for sponsorship/advertising is shown per shelter, per month. The minimum duration for shelter sponsorship is one month. There is not maximum duration. These prices do not include the cost for printing and installation, which is the sponsor's responsibility.

Streetcar Stop	Location	Price per month
Union Station	Main & Pershing	$3,000
Crossroads NB	19th & Main	$2,000
Crossroads SB	19th & Main	$2,000
Kauffman Center NB	16th & Main	$2,000
Kauffman Center SB	16th & Main	$2,000
Power & Light NB	14th & Main	$2,500
Power & Light SB	14th & Main	$2,500
Metro NB*	12th & Main	$2,000
Library NB	9th & Main	$2,000
Library SB	9th & Main	$2,000
City Market	5th & Main	$2,000
River Market North	3rd & Grand	$2,000
River Market West	4th & Delaware	$2,000

There is no sheltered KC Streetcar stop Metro SB at 12th & Main.